

SOUTHWEST IOWA
SHORTHORN
BREEDERS' ASSOCIATION

Shorthorn
and Polled Shorthorn
Cattle



SHOW AND SALE
Thursday, March 25, 1954
BRADLEY SALE BARN
Red Oak, Iowa

A PERSONAL INVITATION FROM THE CONSIGNORS

March 25th is the date. Bradley Sale Barn, Red Oak, Iowa is the place. We want you to be with us and have a look at the nice array of Shorthorns and Polled Shorthorns that will be for sale.

These bulls are big, strong aged bulls ready for heavy service, with a few younger ones that will suit those that can wait.

The females are nice. They include open heifers that will make show heifers this year, choice bred heifers, bred cows and cows with calves at foot and carrying another big calf.

We think it can be profitable for you to be with us March 25th.

The Sale Committee

Art Windom

Levi Johnson

Donald Dugdale

Tip Lucas

Malcolm Lomas

Lloyd Davis

BREEDERS' ASSOCIATION

Tip Lucas, Lenox	-	-	-	-	-	-	-	President
Lou Laughlin, Imogene	-	-	-	-	-	-	-	Vice President
Lloyd H. Davis, Oakland	-	-	-	-	-	-	-	Secretary
Malcolm Lomas, Red Oak	-	-	-	-	-	-	-	Treasurer

Carl Gilman, Stuart	-	-	-	-	-	Adair
Glenn Windom, Lenox	-	-	-	-	-	Adams
Levi Johnson, Exira	-	-	-	-	-	Audubon
Phil Kennedy, Lewis	-	-	-	-	-	Cass
Lou Laughlin, Imogene	-	-	-	-	-	Fremont
Alvy Schoernhern, Guthrie Center	-	-	-	-	-	Guthrie
Donald Dugdale, Mondamin	-	-	-	-	-	Harrison
Matt Laughlin, Emerson	-	-	-	-	-	Mills
Arthur Windom, Villisca	-	-	-	-	-	Montgomery
Jim Stephens, Hepburn	-	-	-	-	-	Page
Lloyd Davis, Oakland	-	-	-	-	-	East Pottawattamie
Alfred Spetman, Council Bluffs	-	-	-	-	-	West Pottawattamie
Lloyd Obrecht, Harlan	-	-	-	-	-	Shelby
John Combs, New Market	-	-	-	-	-	Taylor
Francis McElroy, Afton	-	-	-	-	-	Union

Lloyd H. Davis, Oakland	-	-	-	-	-	-	Sale Manager
Russell Held, Hinton	-	-	-	-	-	-	Judge
J. E. Halsey, Des Moines	-	-	-	-	-	-	Auctioneer

GENERAL INFORMATION

TIME—Thursday, March 25, 1954. Show will start at 9:30 a.m. Sale will start at 12:30 noon.

LOCATION—The show and sale will be held at the Bradley Sale Barn, Red Oak, Iowa through the courtesy of L. V. Bradley. The facilities of the Bradley Sale Barn are excellent. They have plenty of parking space for trucks and cars, nice roomy stalls for cattle. The sale pavilion is well ventilated and well lighted, most convenient for buyers and owners — everyone interested in better cattle.

TERMS—The terms of the sale are cash unless other arrangements are made in advance with the consignor from whom you purchase. Settlements are to be made with the clerk of the sale immediately on the conclusion of the auction. All stock will be at buyers risk as soon as bid off but the management will attend to loading on cars or trucks in compliance with the instructions from the purchases.

GUARANTEE—All cattle are sold subject to a sixty day retest for tuberculosis and health certificates will be furnished to enable them to be shipped into any state or territory. Bulls are guaranteed breeders if properly cared for and not allowed to serve until 16 months old or run with the herd. If a bull fails to breed, he may be returned to the seller, if in as good condition as when bought, and if, after a test in the seller's herd he still fails to breed, he will be replaced or the purchase money will be refunded. All cows with calves at foot are considered breeders and no further guarantee is made with respect to them. All other cows and all heifers over sixteen months old at time of sale are guaranteed to be breeders. Animals returned to seller because they do not comply with the guarantee will be at buyer's cost of transportation.

Any claims for adjustment because an animal is a non-breeder must be made within ninety days of the date of the sale.

The above guarantee and terms shall constitute a contract between the consignor and the buyer of each lot. Neither the sale manager nor the clerk of this sale assumes any liability, legal or otherwise.

PEDIGREE CERTIFICATES—A certificate of registry and a transfer will be furnished for each lot sold and an application for registry will be furnished for each lot sold at foot and for each unborn calf sold in dam.

Where footnotes appear in this catalogue they were furnished by the consignor or written from information supplied by the consignor.

MAIL BIDS—Those wishing to buy at this sale who cannot attend in person may send their bids to the Sale Manager or to Jack Halsey, auctioneer, or Albert Hamann, Mervin Aegerter of the Shorthorn World, Clem Larson, Fieldman for the American Shorthorn Breeders' Association, Arden Aegerter, Fieldman for the Journal Stockman or Arch Stone, Field Representative for Wallaces' Farmer, all of these men in care of the Secretary who will see that they are delivered to the parties who are entrusted with your order. Any of these men are qualified to know good cattle. Your order sent to them will carefully and honestly taken care of.

We will not be responsible for any accidents that may occur but will make every effort to provide for the safety and comfort of our guests.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

Show at 9:30 a.m.

Sale at 12:30 (noon)

SHOW CLASSIFICATION

For the purpose of this show animals have been divided into classes according to age and sex. There will be five classes. Each sex will have a Grand Championship and a Reserve Championship. The first and second prize winners in each class will be eligible to show for champion and reserve championships.

The American Shorthorn Breeders' Association, 7 Dexter Park Ave., Chicago, Illinois has donated handsome silk ribbons which will be awarded winners in the various divisions.

The Southwest Iowa Shorthorn Breeders' Association has provided cash premium money for this show. The division of this money is shown as below:

1. Bulls Lots 1 to 8 inclusive
Awards: 1 (\$10), 2 (\$8), 3 (\$6), 4 (\$5), 5 (\$4), 6 (\$3), 7 (\$2).
 2. Bulls Lots 11 to 18 inclusive
Awards: 1 (\$10), 2 (\$8), 3 (\$6), 4 (\$5), 5 (\$4), 6 (\$3), 7 (\$2).
 3. Bulls Lots 21 to 29 inclusive
Awards: 1 (\$10), 2 (\$8), 3 (\$6), 4 (\$5), 5 (\$4), 6 (\$3), 7 (\$2).
Champion Bull \$5.00
Reserve Champion Bull \$3.00
 4. Females Lots 31 to 41 inclusive
Awards: 1 (\$10), 2 (\$8), 3 (\$6), 4 (\$5), 5 (\$4), 6 (\$3), 7 (\$2).
 5. Females Lots 44 to 52 inclusive
Awards: 1 (\$10), 2 (\$8), 3 (\$6), 4 (\$5), 5 (\$4), 6 (\$3), 7 (\$2).
Champion Female \$5.00
Reserve Champion Female \$3.00
- Judge — Russell Held, Hinton, Iowa.

SHORTHORNS

Most Numerous Beef Breed in World

Not many people in the United States know that the most numerous breed of beef cattle in the world is Shorthorns. And a generation that has grown up in the knowledge that Shorthorns rank third among the beef breeds in this country are always surprised to learn that in Argentina, where Shorthorns account for 75% of all beef and where beef is the country's major industry, that beef cattle are generally acknowledged by authorities to be better than anywhere else in the world, according to officials of the American Shorthorn Breeders' Association.

The reason that Shorthorns predominate in world numbers is that they have such great adaptability to all conditions, they assert.

Many people not familiar with the Shorthorn think of him as a breed most indigenous to Cornbelt pastures. It is true he thrives in an abundance of good grass, but on the other hand he is adaptable everywhere. As an example, the Shorthorn is as much at home in the western range country as any other breed, and it is probable he does a more efficient job of converting hard-to-get grass into beef.

Most of the big cowherds of the West can trace their beginning as efficient beef cattle to Shorthorn blood. Many an honest cowman today, will admit that he would like to get more of that blood back into his cows, and some of them are going ahead to do it.

An old myth persists, that the Shorthorn is not a good forager because he does not travel and climb as well as other breeds. Investigation of performance of Shorthorns as foragers has shown that they are really top performers in this department—whether in Florida or Montana. Under any and all conditions—whether the boiling heat of the south or southwest or the terrible cold of the Montana plains, whether on the rolling meadows of the midwest or the steep inclines of Rocky Mountain slopes, the Shorthorn can travel and climb with the best.

It is said that the Shorthorn female with her heavier udder and increased milk output cannot get around the range. It has been found, however, that the Shorthorn cow, always the adaptable creature, adjusts her milk supply to these conditions. Proof of this can be seen in travel through the West where straightbred Shorthorns are being produced in even greater number. At the same time she will still give more milk!

The Shorthorn is most popular in Montana where the winters are especially rough. There, his proportional strength has remained greater than in other Western states. Investigation there has revealed that his popularity is in large measure due to short pasture seasons—in other words' he is the beast that can make the greatest amount of beef in less time. At the same time, Montana is the west's top producer of Shorthorn straightbred feeder cattle that are so popular with Cornbelt feeders and are top sellers by considerable margins at feeder shows in Billings and Chicago.

Alex Cross of Douglas, Wyoming tells of almost incredible Shorthorn performance in long survival of winter in the high plateaus of Wyoming. Waldo E. Forbes, Sheridan, Wyoming who had an outstanding carload of crossbred steers at the 1952 Denver National Western Stock Show, was particularly enthusiastic in telling what Shorthorn vigor will do for calves. He explained that crossbred Shorthorns out of black cows would weather the winds to get grass while their mothers huddle together near the trees. The Carnahans of Colorado 7,000 feet up, have a cowherd that never has seen the inside of a barn or shelter. In extreme weather the cows stay in a tree area about one-fourth mile from the barn. Under these conditions the Carnahan cows live to ripe old ages and have calves every year. The herd averages from year to year between 90% and 95% calf crop raised.

From reprint.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

TIP LUCAS & SON

Bull

Lot 1

FEARLESS FAME 2726-139

Tattoo LE 87

Red, calved August 8, 1951. Bred and owned by Tip Lucas & Son, Lenox, Iowa.

SIRE

Fearless Headlight 2491782
Red, Wilbur F. Spring

Marellbar Fearless 2338727
Red, Wm. Bartholomay, Jr.

Veronica 2350500
Red, Wilbur P. Spring

Helfred Golden Fame 2214653
Red, F. W. Hubbell

DAM

Parkdale Sweetheart 2451964
Red, Bellows Bros.

Sweetheart Supreme 2054497
Red, Bellows Bros.

Klaymor Footprint 2110652
Red, W. J. Russell

Edellyn Augusta 22d 2155990
Red, Thos. E. Wilson

Braedoon's Star 2149619
Red, Otis A. Carter
Veronica of Helfred 6th
2141261
Red, F. W. Hubbell

Brae Lodge Headlight 1874600
Red, T. A. Russell

Proud Marigold 2d 1925059
Red, W. A. Young

Divide Advance 2d 1856417
Roan, The Allen Cattle Co.

Sweetheart 19th 1943243
R&W, Spellman & Hanson

FEARLESS FAME 2726-139—This strong age bull is low set and thick. He is out of the best cow we have.

W. A. RAY

Bull

Lot 2

CARDINAL VICTOR 2748-219

Tattoo LE 63

Red, calved September 23, 1951. Bred and owned by W. A. Ray, Kent, Iowa.

SIRE

Goldfinder's Advance 2d
2491513
Roan, Geo. Struve & Sons

Goldfinder's Symbol 2118880
Red, Geo. Struve & Sons

Fairview Gipsy Maid 2d
2140244
Roan, Hale Thompson

Helfred Standard 2107728
Roan, F. W. Hubbell

DAM

Golden Victoria 48th 2485953
Roan, W. R. Ray

Golden Victoria 46th 2218782
Roan, Daniel E. Bower

Goldfinder's Favorite 2007814
Red, Husted Bros.

Marion 15th 1963382
Red, Geo. Struve

Goldfinder's Baronet 2029920
Roan, Hale Thompson

Fairview Gipsy Maid 1942116
Red, Hale Thompson

Sunray 1946437
Roan, Geishecker Bros.

Golden Maid 14th 1963457
Roan, Tomson Bros.

Browndale Stamp 2043140
Roan, Daniel E. Bower

Golden Victoria 32d 1941781
Roan, Daniel E. Bower

CARDINAL VICTOR 2748-219 is sired by a full brother to Struve's show cow, Miss Gipsy Maid, now owned by Herman Albas & Son. A big, husky young bull so nice and gentle.

Transfer every recorded calf within four months from date of sale. Save money and boost your breed.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

NEELY & KINYON

Bull

Lot 3

VERD LEA DIAMOND 2743-966

Tattoo RE K 25

Red, calved July 10, 1952. Bred and owned by Neely & Kinyon, Greenfield, Iowa.

SIRE

Hillbrook Nugget 2354561
Roan, John E. Greig

N U Gold Nugget 2040959
White, Univ. of Nebraska

Golden Rosewood 1967987
Red, Greig & Kirchner

Farmingham Deval 2399594
Red, Hepburn Ingham

DAM

Village Rose 4th 2609848
Red, G. F. Gruss & Sons

Violet Rose 3d 2391742
Roan, G. F. Gruss & Sons

Brawith Nugget 1944238
Roan, David Douglas

Golden Chain 5th 1938942
Roan, Univ. of Nebraska

Divide Gold Merit 1878516
Red, The Allen Cattle Co.

Oakdale Rosewood 53d 1884755
Roan, Oakdale Farms

Divide Corrector 2009184
Red, The Allen Cattle Co.

Helfred Duchess 5th 1973956
Red, F. W. Hubbell

Supreme Rival 2094557
Roan, Husted Bros.

Violet Rose 2174453
Red, G. F. Gruss & Sons

VERD LEA DIAMOND 2743-966 is a short-legged, deep-bodied, dark red bull that should suit anyone who likes good cattle. Has an excellent head and plenty of balance.

LLOYD H. DAVIS

Bull

Lot 4

WILL-A-DELL ANNEX 2723-371

Tattoo RE W1

Red, calved July 22, 1952. Bred and owned by Lloyd H. Davis, Oakland, Iowa.

SIRE

Sandoon Dividend 2600290
Red, A. C. McDermott

Cruggleton Permit 2572512
RWM, Albert J. Marshall

Orange Fluff 2548744
Red, Albert J. Marshall

Braedoon Band Master 2139667
Red, Kenneth C. Gray

DAM

Will-A-Dell Rosewood 15th
2386573
Red, Will A. Davis & Son

Will-A-Dell Rosewood 4th
2020275
Roan, Will A. Davis & Son

Cruggleton Brunel (315414)
Dk. roan, A. J. Marshall

Princess Eileen (231034)
Red, Albert James Marshall

Cruggleton Perfect (303904)
Red, A. J. Marshall

Orange Flossie (240820)
RWM, A. J. Marshall

Klaymor Direct -244322-
Red, A. J. Marshall
Klaymor Princess Elizabeth 2d
-298033-
Roan, W. J. Russell

Sni-A-Bar Silver Plate 1714459
White, Sni-A-Bar Farms

Rosewood 99th 1740280
Red, Crews & Andrews

WILL-A-DELL ANNEX 2723-371—A good, strong age bull. If you want a good head, short legs, heavy bone and depth of body, here it is.

Bulls represent the goal of purebred production.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

DICK WYCOFF

Bull

Lot 5

RED COUNT 2722-536

Tattoo RE W852

Red, calved July 23, 1952. Bred and owned by Dick Wycoff, Mt. Etna, Iowa.

SIRE

Empire Golden Fame 5th
2558181
Roan, Leroy Bashor

Parkdale Golden Fame 10th
2387077
Red, Bellows Bros.

Lady Lavender 2A 2417220
Roan, Gilman Bros.

Goldfinder Again 2222621
Red, Philip Funke

DAM

Red Countess 3d 2615670
Red, Dick Wycoff

Red Countess 2340161
RWM, Dick Wycoff

Helfred Golden Fame 2214653
Red, F. W. Hubbell

Queen of Beauty 97th 2093669
Roan, Bellows Bros.

Will-A-Dell Gold Bond 2182736
Roan, Will A. Davis & Son

Lady Lavender 42d 2163180
Roan, Ray Coglon

Goldfinder's Image 2146432
Roan, Husted Bros.

Sweet Violet 30th 2064438
Red, Phillip Funke

Count Douglas 2215778
Red, Dick Wycoff
Fairview Red Countess 2d
2215779
Red, Dick Wycoff

RED COUNT 2722-536 is a solid red bull, very dark. His sire was Grand Champion and top selling bull in the Missouri State sale October 26, 1950. His dam is a nice red cow. She has one of our best bull calves this year. His dam's sire, Goldfinder Again, sired the top of Holz Bros. 1948 sale at \$1,380. This is a good bull.

TIP LUCAS & SON

Bull

Lot 6

FAME 8TH (Twin) 2726-137

Tattoo LE 521

Red, calved August 13, 1952. Bred and owned by Tip Lucas & Son, Lenox, Iowa.

SIRE

Parkdale Golden Fame 24th
2481503
Roan, Bellows Bros.

Helfred Golden Fame 2214653
Red, F. W. Hubbell

Queen of Beauty 106th
2285406
White, Bellows Bros.

Ransom Select 2231992
Red, Bochmann Bros.

DAM

Ransom's Broadhooks 2421753
RWM, Herman B. Leiting

Dale Broadhooks 10th 1982291
Roan, Bert Brown

Brae Lodge Headlight 1874600
Red, T. A. Russell

Proud Marigold 2d 1925059
Red, W. A. Young

Golden Victory 2059224
Roan, M. D. Whimble

Queen of Beauty 84th 1782678
Roan, Bellows Bros.

Ideal Ransom 2143956
Red, W. A. Dryden & Son
Brookside Gardenia B 2d
2099343
Roan, R. J. Egger

Helfred Ironclad 1868780
Roan, F. W. Hubbell

Dale Broadhooks 9th 1901174
Roan, Bert Brown

FAME 8th 2726-137 dark red, good aged bull ready for service. Out of one of our heavy milking, best producing cows—this making the second set of twins she has raised.

Nothing pays better than ample bedding.

BYRON WINTER



HELFRED GOLDEN FAME 2214653

Bull

Lot 7

FAMOUS IMPERIAL 2734-207

Tattoo LE B6

Red, calved August 29, 1952. Bred and owned by Byron Winter, Hepburn, Iowa.

SIRE

Imperial Footprint 2459126
Red, Otto A. Schrank

Marellbar Endeavor 2282715
Red, Wm. Bartholomay, Jr.

Imperial Florence 2d 2312798
Red, Otto A. Schrank

Jim's Golden Fame 2419176
Red, J. W. Stephens

DAM

Goldie Dot Famous 2551050
Roan, Byron Winter

Helfred Goldie 3d 2135857
Roan, R. W. Hubbell

Klaymor Footprint 2110652
Red, W. J. Russell
Kildun Princess Royal 30th
2203753
Red, R. G. MacKenzie

Glenburn Imperial 2176033
Red, F. H. Deacon

Avon's Florence 84th 1995911
Red, Otto A. Schrank

Helfred Golden Fame 2214653
Red, F. W. Hubbell

Fair Constance 35th 2225532
Red, Bellows Bros.

Brae Lodge Headlight 1874600
Red, T. A. Russell

Sni-A-Bar Goldie 3d 1869577
Roan, Sni-A-Bar Farms

FAMOUS IMPERIAL 2734-207—This good bull is sired by the 1949 Omaha sale Reserve Champion. We've had several champion 4-H steers sired by him. Considering the records of his half brothers we think this is the right kind to own.

Judging consists of making a careful analysis of animals measuring them against a commonly accepted standard.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

O. W. JOHNSON

Bull

Lot 8

ROAN ROYAL x2716-183

Tattoo RE 92J

Roan, calved September 2, 1952. Bred and owned by O. W. Johnson, Anderson, Iowa.

Collynie Browndale x2493725
Roan, Richard Kerns

Browndale Goods 2153840
Roan, Geo. W. Retzlaff & Son

SIRE
Hel-Lo-Na Royal x2579112
Roan, G. W. Zinnel & Sons

Prizedale Beauty x2332926
Roan, Reuben Corliss

Lady Esther 3d 2374542
Red, G. W. Zinnel

Cloverdale Chief x2138363
Red, R. L. Flamme

Lady Esther 2d x2207661
Roan, G. W. Zinnel

Roan Sensation x2367837
Roan, R. E. Phillip

Red Oak Sensation x2036756
Roan, David & Jas. Burns

Red Oak Victoria 9th x2136597
Roan, R. E. Phillip

DAM
Silver Lace 2615902
White, O. W. Johnson

Oakwood Radiant King 2d
x1957392

Mackway Silver Lace x2236554
White, Geo. McMaster

Roan, C. B. Teegardin & Sons
Silverlace Butterfly x1870198
White, Geo. McMaster

ROAN ROYAL x2716-183--This bull is from the champion bull purchased at the 1950 Omaha Polled sale. All polled.



The production and improvement of cattle today challenges the brains and labor of many residents of town and country

DANIEL E. BOWER & SONS



PITTODRIE UPRIGHT 2380873

Bull

Lot 11

UPRIGHT'S ROYAL COMMAND 2723-238

Tattoo LE 128

Red, calved September 12, 1952. Bred and owned by Daniel E. Bower & Sons, Massena, Iowa.

SIRE

Upright Royal Prince 2627493
Red, John W. Metzger

Loch-In-Vale Upright 2454368
Roan, Sni-A-Bar Farms

L V Royal Princess 2492592
RWM, John W. Metzger

Gregg Farms Commander
2492569
Red, D. M. Gregg

DAM

Orange Maid 22d 2587030
Red, Tomson Bros.

Orange Merry Maid 2d 2424670
Red, D. M. Gregg

Pittodrie Upright 2380873
Red, R. Laidlaw Smith

Agusta Cosmea 2d 2341753
Roan, A. J. Marshall

E & M Conqueror 2379694
Red, E & M Cattle Co.
Knowle Royal Princess 2d
2279756
Red, F. W. Furness

Edellyn Valiant Mercury
2247154
Dk. roan, Thos. E. Wilson
Village Clara 11th 2492570
Roan, D. M. Gregg

Newallyn Legion 2113278
Red, Harry A. Newman

Orange Maid 29th 2193135
Red, D. M. Gregg

UPRIGHT'S ROYAL COMMAND 2723-238—Here we have a blocky, low set calf with an excellent pedigree. He is out of a daughter of Gregg Farms Commander, the great herd sire for Tomson Bros. In the upper bracket of his pedigree you will find Pittodrie Upright which speaks for itself.

Give your cattle a dry bed. It's cheaper than feed.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

JACK YOUNG



DON HILL RANSOM 2223308

Bull

Lot 12

RANSOM' EARL 2735-310

Tattoo LE 5

Red, calved September 14, 1952. Bred and owned by Jack Young, Red Oak, Iowa.

SIRE

Cumberland Ransom 35th
2618528

Red, John R. Saunders & Son

Don Hill Ransom 2223308
Red, Geo. D. Fletcher & Son

Gipsy Maiden 2151589
Red, Held Bros.

Haigler Aristocrat 2310017
Red, L. E. Crews

Grace 11th 2182029
Red, Frank Kennedy

Ransom Marshal -258119-
Red, Geo. D. Fletcher & Son

Mary Ransom 2193608
Roan, Geo. D. Fletcher & Son

Marshal Augustus 2085909
Red, Held Bros.

Roan Gipsy Maid 1818125
Roan, L. Englehorn & Son

Peter the Great 2d 2107559
Red, Miles of View Farms

Rosewood Victoria 2104367
Roan, Crews & Crews

Bold Sergeant 2050886
Red, F. B. & W. W. Strickler

Grace 9th 2055553
Red, Frank Kennedy

DAM

Grace 15th 2519962
Red, Frank Kennedy

RANSOM'S EARL 2735-310 is a big, rugged poundmaker that should sire calves with plenty of size, bone and growth. His calves should give a good account of themselves in either showing or feed lot.

Make Shorthorns your major enterprise.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

W. E. SUMMERVILLE

Bull

Lot 13

BANDMASTER CLIPPER 2737-972

Tattoo LE 75

Dark roan, calved October 26, 1952. Bred and owned by W. E. Summerville, Gray, Iowa.

SIRE

Divide Bandmaster 2244785
Red, The Allen Cattle Co.

Divide Brilliant 2161164
Red, The Allen Cattle Co.

Divide Susan 6th 2117668
Red, The Allen Cattle Co.

Edellyn Moray Mercury 2186575
Red, Thos. E. Wilson

DAM

Rosewood 88th 2420322
Roan, Geo. Struve & Sons

Rosewood 64th 1963391
Red, Geo. Struve

Duke of Killearn 1919448
Roan, Claude Gallinger

Divide Narcissus 22d 1856428
Roan, The Allen Cattle Co.

Divide Goldpiece 1855008
Red, The Allen Cattle Co.

Susan 21st 1728387
Red, Tomson Bros.

Calrossie Mercury 1957318
White, J. MacGillivray

Edellyn Clipper 22d 1880312
Red, Thos. E. Wilson

Divide Statesman 1833171
Red, The Allen Cattle Co.

Rosewood 52d 1774626
Red, Geo. Struve

JACK YOUNG

Bull

Lot 14

MYSIE' JOE 2735-309

Tattoo LE 6

Red, white marks, calved November 21, 1952. Bred and owned by Jack Young, Red Oak, Iowa.

SIRE

Cumberland Ransom 35th
2618528
Red, John R. Saunders & Sons

Don Hill Ransom 2223308
Red, Geo. D. Fletcher & Son

Gipsy Maiden 2151589
Red, Held Bros.

Haigler Aristocrat 2310017
Red, L. E. Crews

DAM

Nodaway Mysie 2501252
Red, Frank Kennedy

Mysie 32d 2129161
Roan, Crews & Crews

Ransom Marshal -258119-
Red, Geo. D. Fletcher & Son

Mary Ransom 2193608
Roan, Geo. D. Fletcher & Son

Marshal Augustus 2085909
Red, Held Bros.

Roan Gipsy Maid 1818125
Roan, L. Englehorn & Son

Peter the Great 2d 2107559
Red, Miles of View Farms

Rosewood Victoria 2104367
Roan, Crews & Crews

Victor's Gift 1851345
Roan, Pauline Kuhrt

Mysie 14th 1902997
Red, Crews & Crews

MYSIE'S JOE 2735-309 is a thick made calf with plenty of quality and bone. He should make a herd sire that will make any breeder proud to show him and his offerings.

This is a good time for grades and scrubs to be replaced by good individuals and well bred registered cattle.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

LOMAS FARMS



MARELLBAR GAMBLER 2714-828. Junior Herd Sire, Lomas Farms.

Bull

Lot 15

L F BOXER LEADER 2740-065

Tattoo RE 200

Red, calved December 4, 1952. Bred and owned by Lomas Farms, Villisca, Iowa.

SIRE

L F Mercury Leader 2629202
Dk. roan, Lomas Farms

L F Leader 2544373
Roan, F. W. Hubbel

L F Lady Secret 2490603
Roan, Lomas Farms

Miles of View Prince 2074904
Red, Miles of View Farms

DAM

Lomas Broadhooks 2334549
Red, Lomas Farms

Edellyn Broadhooks 23d
2186581
Red, J. D. Allen

Edellyn Royal Leader 41st
2322789

Red, Thos. E. Wilson
Victoria Maid of Helfred 4th
2364113
Roan, F. W. Hubbell

Edellyn Cockade Mercury
2140732

Roan, Thos. E. Wilson
Stylist Lady Secret 2280358
Red, Lomas Farms

Calrossie Prince Peter 2009143
Roan, J. MacGillivray

Star Secret 1839719
Roan, T. Dorsey Jones

Lawton Favorite 2009148
Red, William Henderson

Averil Broadhooks 1921251
Red, A. J. Marshall

L F BOXER LEADER 2740-065—This is a low down, rugged type of calf in just fair condition but we believe he will please the critic.

It's a good policy to analyze ones own herd occasionally.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

LLOYD W. OBRECHT & SON

Bull

Lot 16

LA JOY'S SECRET COMMAND 2741-003

Tattoo LE 5211; RE LWO

Red, calved December 4, 1952. Bred and owned by Lloyd W. Obrecht & Son, Harlan, Iowa.

SIRE

Royal Secret 2604956
Red, Harold F. Falk

Marellbar Dictation 2466468
Red, Wm. Bartholomay, Jr.

Fairacres Secret 4th 2295867
Roan, Cyril H. Mumford

Gloster Command 2432454
Dk. roan, Martin Luinstra

DAM

Gloster Missie 2548367
Red, Lawrence W. Sorensen

Duchess of Gloster 53d 2307327
Red, Wm. Tegeler

Marellbar Mandate 2224893
Roan, Wm. Bartholomay, Jr.
Kildun Clara 17th 2203749
Roan, R. G. MacKenzie

Klaymor Centurian -237462-
Red, W. J. Russell
Secret Rose -287814-
Roan, Cyril H. Mumford

Blythwood National Command
2216999
Red, C. M. Blyth
Gloster Duchess 220659
Roan, Martin Luinstra

Goldfinder Morad 1963541
Red, M. D. Whimple
Duchess of Gloster 49th
2116435
Red, A. A. Hekrdle

LA JOY'S SECRET COMMAND 2741-003 is from a cow that stood first in her class in the 4-H show at Iowa State Fair.

FRANK A. LAIDLER

Bull

Lot 17

SUPREME CAPITATOR (Sent for Record)

Tattoo I.E 52; RE 11

White, calved December 29, 1952. Bred and owned by Frank A. Laidler, Soldier, Iowa.

SIRE

Braebourne Robin 2583333
Dk. roan, Martin Luinstra

Sandoon Captivator 2502891
Dk. roan, Albert J. Marshall

Augusta Braebourne 2352250
Dk. roan, Martin Luinstra

Goldfinder Gloster 2059227
Red, M. D. Whimple

DAM

Goldfinder's Lady 2309150
Roan, Peter Bell & Sons

Silver Lady 2132058
White, Peter Bell & Sons

Calrossie Harmony (344256)
Dk. roan, John & D. P. Mac-
Gillivray
Orange Fluff 2548744
Red, Albert James Marshall

Blythwood National Command
2216999
Red, C. M. Blyth
Augusta L. 20th 1797039
Roan, Blotz Bros.

Goldfinder Diamond 1831545
Roan, Thos. E. Wilson
Faustiana Jessica 1766015
Red, Sni-A-Bar Farms

Browndale Goods 2015498
Roan, Elmer E. Braune

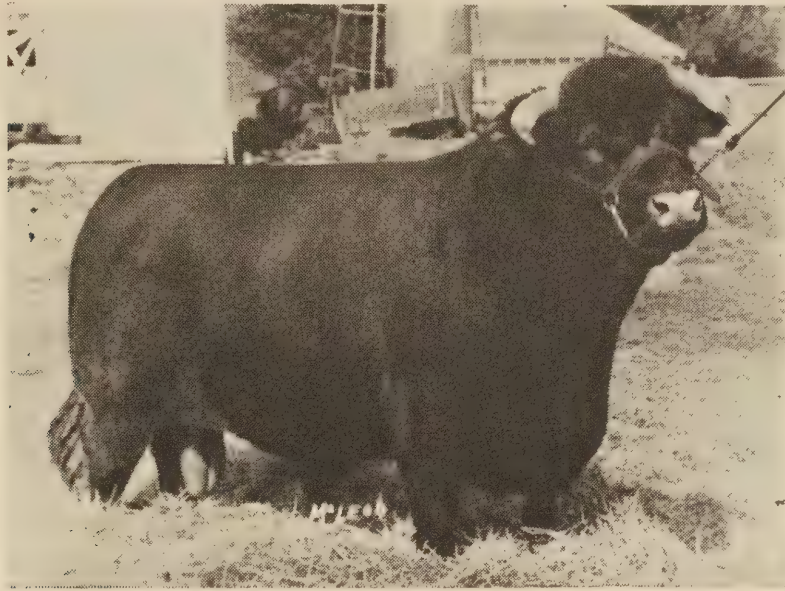
Villager's Cocoanut 2d 2023828
Roan, Peter Bell & Sons

SUPREME CAPTIVATOR—Here is a grandson of the imported Sandoon Captivator, the bull that has done so much in the Swanson Bros. herd. He has always been a very growthy calf. If you want weight for age here it is. He is also out of a Goldfinder Gloster dam which has been a very heavy milker. Don't miss him sale day.

A good bull is half the herd, and a poor one is all of it.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

LISLE FARQUHAR



MILLHILLS STARRY ARCHER 2289341

Bull

Lot 18

BROADVIEW STARRY ARCHER 17TH 2746-104

Tattoo LE 3F01

Roan, calved January 6, 1953. Bred and owned by Lisle Farquhar, Coin, Iowa.

SIRE

Will-A-Dell Starry Archer 8th
2550797
Red, Will A. Davis & Son

Braemor Starry Archer 9th
2391166
Red, Carl L. Retzlaff & Sons

Will-A-Dell Bessie 12th
2329907
Red, Will A. Davis & Son

Proud Comet 2455385
Roan, Bellows Bros.

DAM

Proud Countess 2585039
Roan, Lisle Farquhar

Roan Countess 13th 2225534
Roan, Bellows Bros.

{ Millhills Starry Archer 2289341
Red, Duncan M. Stewart
Duchess of Gloster 55th
2190199
Roan, Carl L. Retzlaff & Sons

{ Braedon Band Master 2139667
Red, Kenneth C. Gray
Will-A-Dell Bessie 3d 1935724
Roan, Will A. Davis & Son

{ Helfred Golden Fame 2214653
Red, F. W. Hubbell
Augusta 54th 2075860
Roan, J. C. Manning

{ Golden Victory 2059224
Roan, M. D. Whimple
Roan Countess 4th 1815812
Roan, Spellman & Hanson

BROADVIEW STARRY ARCHER 17th 2746-104—This bull has exceptional size and weight for his age. He will stamp your calves as they should be.

Some older breeders have let the modern type Shorthorn cattle move right on by them

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

WALTER M. DOYLE

Bull

Lot 21

SUPREME MERCURY 2772-660

Tattoo RE 81

Red, calved February 4, 1953. Bred by Albert H. Herzberg, Clarinda, Iowa; calved property of Walter M. Doyle, Hastings, Iowa.

SIRE

Victor Mercury 2516878
Roan, Geo. Fanning

Curtiss Candy Mercury 2d
2251579
Roan, Curtiss Candy Co.

Mysie's Countess 2335557
Roan, J. J. Howe

Supreme Rival 2094557
Roan, Husted Bros.

DAM

Roan Acorn's Bonnie 2417195
Roan, G. F. Gruss & Sons

Roan Acorn 2115660
Roan, G. F. Gruss & Sons

Edellyn Peerless Mercury
2129645
White, Thos. E. Wilson
Carnation 12th 2139680
Red, Lew Richardson & Son

Victory Count 2134669
Red, Leslie Stockdale
Roan Mysie 2220521
Roan, Lyle Stephenson

Supreme Goldfinder 1920005
Roan, M. D. Whimple
Rosewood 126th 1931469
Roan, Husted Bros.

Supreme Token 2012366
Roan, Bellows Bros.
Lady Acorn 3d 2014141
Roan, G. F. Gruss & Sons

TERESSA KLINE

Bull

Lot 22

CONTROL MERCURY 2750-878

Tattoo RE 99

Roan, calved February 26, 1953. Bred by Emery Larson, Harlan, Iowa; calved property of Teressa Kline, Griswold, Iowa.

SIRE

Sni-A-Bar Controller 2354724
Roan, Sni-A-Bar Farms

Sni-A-Bar Control 2255555
White, Sni-A-Bar Farms

Lady Gloster 23d 2220768
Red, Tomson Bros.

L F Mercury 8th 2490593
Red, Lomas Farms

DAM

Mysie Maid 12th 2603587
Red, S. H. Kline

Mysie Maid 11th 2332323
Roan, Emery Larson

Edellyn Campeon Mercury
2071109
White, Thos. E. Wilson
Rosewood Morlunda 1947004
Roan, Oscar Nelson

Maxwalton Harvester 2035827
Roan, Maxwalton Farms, Inc.
Lady Gloster 11th 1707534
Roan, Tomson Bros.

Edellyn Cockade Mercury
2140732
Roan, Thos. E. Wilson
Buttercup Beauty 2217221
Red, Penningroth Bros.

Brawith Royal Pilot 2062847
Roan, Carl L. Retzlaff
Mysie Maid 7th 2123271
Red, Geo. Larson & Sons

CONTROL MERCURY 2750-878 is a dark roan, short legged, blocky bull that looks very much like his sire. Has a very nice disposition. His dam is a very good blocky cow.

Check costs of gains. Good gains at small cost are likely to be more profitable than greater gains at high cost.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

E. P. LAUGHLIN



CORONET MAX JUGGLER 17th

His calves won get of sire at Nebraska State Fair and first for Iowa Cattle at Des Moines.
One of his bulls was Junior Reserve Champion at Nebraska, 1953.

Bull

Lot 23

JUGGLER'S VIKING x2768-072

Tattoo RE L53

Red, calved March 2, 1953. Bred and owned by E. P. Laughlin, Imogene, Iowa.

SIRE

Coronet Max Juggler 17th
x2609507
Red, Lewis W. Thieman

Killearn Max Juggler 2487000
Red, Claude Gallinger

Lovely Ann x2145749
Red, Wm. M. Long

Gloster King 3d x2474875
Roan, Minor O. Blum

DAM

Lady Rozetta 3d x2627394
Red, Minor O. Blum

Lady Rozetta x2388607
Roan, R. A. Lidel

Killearn Max 5th -254948-
Red, Claude Gallinger

Killearn Lady Rothes -290461-
Red, Claude Gallinger

Victor's Count x1993148
Red, J. W. Howerton & Son

Queen of Lovelys x1980440
Red, Wm. M. Long

King Sultan x1896649
Roan, Laurence Buller

72d Duchess of Gloster 2158112
Red, Ernest Bremer

Collynie Supreme 2d x2242191
Red, Albert Hultine & Sons

Rozetta's Snowball 3d x2023796
White, R. A. Lidel

JUGGLER'S VIKING x2768-072—Here is a good polled Juggler calf. He has made a good growth and looks like a herd bull. The polled Jugglers are very popular now. At the last International Thiemans won Grand Champion bull, Grand Champion cow and best ten head. All Jugglers.

Practically all improving herds of Shorthorns are headed by one or several proved sires.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

JAMES L. PETERSEN

Bull

Lot 24

CALREME'S MARKSMAN 2D 2756-884

Tattoo LE 46

Red, calved March 2, 1953. Bred and owned by James L. Petersen, Exira, Iowa.

SIRE

Calreme's Marksman 2630175
Red, H. H. Humphrey

Divide Calreme 2407712
Roan, Merryvale Farm

Marigold 30th 2123227
Roan, Tomson Bros.

Royal Command 2037763
Red, Johnson Bros.

DAM

Bonnie Butterfly 12th 2257435
Red, Johnson Bros.

Bonnie Butterfly 5th 2081145
Roan, Johnson Bros.

Calrossie Supreme 2283903
Dk. roan, John MacGillivray
M F Duchess of Gloster 2d
2257996
Red, Merryvale Farm

Proud Marksman 1768958
Roan, Tomson Bros.

Marigold T 4th 1807514
Roan, W. F. Baer

Sni-A-Bar Royal Favorite
1805656
Roan, Sni-A-Bar Farms
Divide Lady Belle 1911516
Red, The Allen Cattle Co.

Will-A-Dell Favorite 1986343
White, Will A. Davis & Son

Bonnie Butterfly 3d 1986294
RLW, Johnson Bros.

CALREME'S MARKSMAN 2d 2756-884—This good, rugged calf is a herd bull prospect for some one who wants to put ruggedness and thick flesh on his cattle. Study his breeding. It is good.

E. P. LAUGHLIN

Bull

Lot 25

COLLYNIE EXPRESS 49TH x 2759-879

Tattoo RE L173

Red, calved March 18, 1953. Bred and owned by E. P. Laughlin, Imogene, Iowa.

SIRE

Collynie Express 31st x2657806
Red, E. P. Laughlin

Collynie Hero x2444932
Red, E. P. Laughlin

Duchess of Gloster 25th
x2125015
Red, E. P. Laughlin

Coronet Memory x2152424
Red, Lewis W. Thieman

DAM

Bessie 79th x2335268
Red, E. P. Laughlin

Bessie 61st x2042357
Red, E. P. Laughlin

Collynie Express x2280311
Red, Albert Hultine & Sons

Maud 90th x2335272
Red, E. P. Laughlin

Oakwood Impression Jr.
x1957390
Red, C. B. Teegardin & Sons
Duchess of Gloster 13th
x1688910
Roan, E. P. Laughlin

Cherry Coronet x1905954
Roan, Lewis W. Thieman

Madam Joffre 2d 1821709
Roan, Johnston & Auld

Coronet's Reveler x1882176
Roan, Lewis W. Thieman

Bessie 51st x1857351
Red, E. P. Laughlin

COLLYNIE EXPRESS 49th x2759-879 is a good, all dark red polled bull. 13 of the 14 sires and dams in his pedigree are polled. He should dehorn all his calves.

Good care does not always bring success but poor care always brings failure.

UNMATCHED BUYING OPPORTUNITY

None of the cattle in this sale have been pampered and none are offered in exceptional high flesh. If you are blessed with the ability to judge a good individual and a profitable producer in every day working clothes, here is the place for you to invest.

In this sale you will find cows that have calves at foot and females that will calve soon after sale date.

Remember — never has it been so important to have a good bull at the head of your herd—a bull with a real background. These bulls are qualified to bring you everlasting satisfaction and success with Short-horns.





Southwest Iowa Shorthorn Breeders' Association

Red Oak

Where the Scotch blood lines are the best.

Where pedigrees and health certificates are delivered promptly.

Where the individuals are of top quality and in splendid condition.

Where every consignment is backed by a reliable producer and where the sales management functions on the basis that—

"If buyers secure courteous treatment and profitable cattle, the sellers are always going to find the most satisfactory market."

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

LLOYD H. DAVIS

Bull

Lot 26

WILL-A-DELL BOUNCER 2755-723

Tattoo RE W 6

Red, calved March 23, 1953. Bred and owned by Lloyd H. Davis, Oakland, Iowa.

SIRE

Sandoon Dividend 2600290
Red, A. C. McDermott

Cruggleton Permit 2572512
RWM, Albert J. Marshall

Orange Fluff 2548744
Red, Albert J. Marshall

Braemor Starry Archer 9th
2391166
Red, Carl L. Retzlaff & Sons

DAM

Will-A-Dell Bessie 22d 2634759
Red, Lloyd H. Davis

Will-A-Dell Bessie 14th
2464695
Roan, Will A. Davis & Son

Cruggleton Brunel (315414)
Dk. roan, A. J. Marshall

Princess Eileen (231034)
Red, Albert James Marshall

Cruggleton Perfect (303904)
Red, A. J. Marshall

Orange Flossie (240820)
RWM, A. J. Marshall

Millhills Starry Archer 2289341
Red, Duncan M. Stewart
Duchess of Gloster 55th
2180199

Roan, Carl L. Retzlaff & Sons

Braedoon Band Master 2139667
Red, Kenneth C. Gray

Will-A-Dell Bessie 6th 2136809
White, Will A. Davis & Son

WILL-A-DELL BOUNCER 2755-723 is out of a dandy two year heifer. He looks like a herd bull.

ALFRED J. SPETMAN

Bull

Lot 27

CONSUL'S MEMORY (Sent for Record)

Tattoo LE A.S.53; RE 40

Red, calved March 23, 1953. Bred and owned by Alfred J. Spetman, Route 1, Council Bluffs, Iowa.

SIRE

Gold Consul 2584219
Red, Held Bros.

Goldfinder's Consul 2505536
Dk. roan, Held Bros.

Golden Girl 8th 2470354
Red, Held Bros.

Comet's Golden Seal 1921918
Roan, J. C. Manning

DAM

Golden Lassie 2d 2083933
Roan, W. O. Schewe

Memory's Lassie 1937864
Red, W. O. Schewe

Vice Consul 2361700
Roan, W. A. Dryden & Son

Mayflower 28th 2343569
Roan, Held Bros.

Edellyn Favorite Hero 2112046
Red, J. D. Allen

Golden Girl 5th 2153270
Roan, R. J. Egger

Edellyn Comet 1838148
Roan, Thos. E. Wilson

Augusta 106th 1846252
Red, A. E. Richardson & Sons

Memory's Model 1843063
Roan, Thos. Andrews

Geraldine 1875428
Red, W. O. Schewe

CONSUL'S MEMORY is just a year old, not fat, just good growing condition. He will be just right this summer when you want him.

An adequate water supply is always essential to better Shorthorns.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

TERESSA KLINE

Bull

Lot 28

GOLDFINDER COUNT 2D 2754-225

Tattoo RE 3

Roan, calved March 29, 1953. Bred by J. N. & J. L. Johnson, Sidney, Iowa; calved property of Teresa Kline, Griswold, Iowa.

SIRE

Goldfinder Count 2554392
Dk. roan, Merryvale Farm

M F Goldfinder 2193490
Roan, Merryvale Farm

Royal Countess 20th 2170103
Red, Marion Mackey

Rosewood Rex 2039294
Red, M. W. Smith

DAM

Marjory Mae 2325848
Roan, J. L. Johnson

Marjory's Gift 2032755
Roan, Geo. McMaster

Supreme Goldfinder 1920005
Roan, M. D. Whimple

Nonpareil Princess 2d 2076194
Red, Stanley Douglas

Garguston Cock Robin 2056995
Red, R. S. McWilliam

Royal Countess 10th 2035134
Roan, Marion Mackey

Browndale Rex 1946728
Roan, Geishecker Bros

Rosewood Browndale 1668098
Roan, Ravina Stock Farm

Sultan's Augustine x1883467
Red, Ira Braucht

Sultan's Marjory x1761370
Roan, Geo. McMaster

GOLDFINDER COUNT 2d 2754-225 is a very good, dark roan bull. He is large for his age and should develop into a very good herd sire. His sire was Grand Champion at the Northwest Missouri sale and a half brother of the noted Allen Cattle Co. bull. His dam is a very good cow and a heavy milker and stays in extra good condition.

G. F. GRUSS & SONS

Bull

Lot 29

SUPREME HEADLIGHT 2773-831

Tattoo RE 150

Red, calved May 28, 1953. Bred and owned by G. F. Gruss & Sons, Greenfield, Iowa.

SIRE

Farmingham Deval 2399594
Red, Hepburn Ingham

Divide Corrector 2009184
Red, The Allen Cattle Co.

Helfred Duchess 5th 1973956
Red, F. W. Hubbell

Supreme Rival 2094557
Roan, Husted Bros.

DAM

Violet Rose 3d 2391742
Roan, G. F. Gruss & Sons

Violet Rose 2174453
Red, G. F. Gruss & Sons

Duke of Killearn 1919448
Roan, Claude Gallinger

Divide Browndale Maid 1718857
Red, The Allen Cattle Co.

Brae Lodge Headlight 1874600
Red, T. A. Russell

Plainview Duchess 5th 1717209
Roan, E. E. Owens

Supreme Goldfinder 1920005
Roan, M. D. Whimple

Rosewood 126th 1931469
Roan, Husted Bros.

Supreme President 2013279
Roan, Bellows Bros.

Violet Queen 1923011
Roan, G. F. Gruss & Sons

SUPREME HEADLIGHT 2773-831 is a good dark red bull, smooth, low-set, well placed legs, great prospect for right kind of herd bull. His dam is a great producer for top calves and breeding the best. Look him up.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

WALTER DOYLE

Cow

Lot 31

ROYAL'S LAVENDER 2091084

Roan, calved October 2, 1941. Bred and owned by Herman B. Leiting, Arcadia, Iowa; 2d owner, September 27, 1945, J. T. Judge, Carroll, Iowa; 3d owner, September 24, 1948, Albert H. Herzberg, Clarinda, Iowa; 4th owner, August 1, 1952, Walter Doyle, Hastings, Iowa.

Dams	Breeders of Dams	Sires	Breeders of Sires
Lady Lavender 40th 1832321.....	Geo. Struve..	Helfred Royal Choice 1988964.....	F. W. Hubbell
Lady Lavender 29th	Geo. Struve..	Browndale's Beau 1774621.....	Geo. Struve
Lady Lavender 24th	Geo. Struve..	Diamond's Beau 749935.....	Hopley Stock Farm
Lady Lavender 23d	Hopley Stock Farm..	Village Pilot 842313	Geo. Struve
Lady Lavender 22d	Geo. Allen..	Village Beau 397715	D. R. Hanna
Lady Lavender 3d	Geo. Allen..	Lord Missie 252006	Geo. Allen
Lady Lavender	Benj. Whitsitt..	Godwin 115676	W. A. Harris & Son
Linwood Lavender 4th	W. A. Harris..	Golden Shield 92576	W. A. Harris
Lavender 34th	A. Cruickshank..	Thistle Top 83876	A. Cruickshank
Lavender 15th	A. Cruickshank..	Roan Gauntlet 45276	A. Cruickshank
		Lord Warden 20259	Mr. Godsmen

HELFRED ROYAL CHOICE, Sire—Fascinator 1766812 by Browndale Goldspur 1464101, out of Village Beauty 2d 1036567. Dam—Lovely Princess 4th 1623112 by Pallylin Rodney 945251, out of Lovely Anoka 3d 920718.

BROWNDAL'S BEAU, Sire—Gainford Browndale 1588602 by Edellyn Premier 1338719, out of Nonpareil Inverness K 1292675. Dam—Nonpareil Lady 15th 1512439 by Diamond's Beau 749935, out of Nonpareil Lady 12th 1320568.

DIAMOND'S BEAU, Sire—Village Beau 397715 by Villager 295884, out of Belle of Ordens V69-718. Dam—Diamond's Red Rose 239096 by Good Lad's Choice 392241, out of Diamond 36th 100771.

ROYAL'S LAVENDER 2091084 will calve about April 1st bred to Bonnydole Count 8th 2411316.

O. W. JOHNSON

Cow

Lot 32

BUTTERFLY EXPRESS 2446839

Tattoo LE O6J

Red, calved August 12, 1947. Bred by E. P. Laughlin, Imogene, Iowa; calved property of O. W. Johnson, Anderson, Iowa.

SIRE

Collynie Express x2280311
Roan, Albert Hultine & Sons

Collynie Compact x2069895
Red, Albert Hultine & Sons

Dorothy 6th x1945331
Red, Frank Nelson

Stardale x2020699
Red, David & Jas. Burns

DAM

Butterfly 54th x22868
Red, Lou Kennedy

Dale's Lass 2d x1777976
Roan, C. L. Buckner

Collynie Fascinator x1957471
Roan, Albert Hultine & Sons

Daybreak's Gloster x1957483
RLW, Albert Hultine & Sons

Rodney's Minstrel x1885032
Roan, Albert Hultine & Sons

Rodney's Dorothy 1793823
Roan, Frank Nelson

Collynie Stardale x1879093
Roan, Fred Blomstrom

Lady Nonpareil 3d 1473542
Roan, David & Jas. Burns

Dale's Crown 1485607
Roan, Irvin J. Sample

Butterfly Lass 1743021
Roan, C. L. Buckner

BUTTERFLY EXPRESS 2446839 will calve this spring.

Breed your Shorthorns with good, sturdy, short legs, with large, flat, clean bone and set squarely on the corners.

G. F. GRUSS & SONS



ROYAL MONARCH

Cow

Lot 35

PRINCESS MAUD O 2622-509

Tattoo RE 249

Red, calved January 27, 1950. Bred and owned by H. K. Owens, Homestead, Iowa; 2d owner, June 9, 1951, G. F. Gruss & Sons, Greenfield, Iowa.

SIRE

Iceni Commodore 2438835
Red, R. G. M. Wilson

Tarbat Anthony (326319)
Red, Gill & Company

Iceni Goldie 5th (244563)
Dk. roan, R. G. M. Wilson

Gainford Marshal 1882337
Red, H. Grunow

DAM

Princess Maud 2214980
Red, H. K. Owens

Proud Maud O 5th 2129885
Roan, H. K. Owens

Calrossie Randolph (275440)
Dk. roan, John MacGillivray

Tarbat Clematis (228327)
Red, W. H. Gill

Cluny Edmond Command
(295889)

Red, Mrs. B. H. Linzee Gordon
Balmuchy Goldie 4th (187605)
Dk. roan, Trustees of A. P. Gordon

Browndale Marshal 1709217
Roan, O. J. Nolen

Augusta Gloriana 1604394
Roan, C. E. Tilton

Princeton Paragon 1907950
Roan, Prince of Wales

Proud Maud O 2d 1838502
Red, H. K. Owens

PRINCESS MAUD O 2622-509 is a good thick young richly bred cow by 'Imp.' Iceni Commodore. She is well along in calf, bred October 20, 1953 to our Junior herd sire "Royal Monarch" by 'Imp.' Royal Despot.

At present the demand for good Shorthorn steers to be used by 4-H and FFA projects is at an all time high.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

WALTER M. DOYLE

Cow

Lot 36

MARIGOLD BEAUTY 2589110

Tattoo RE 150

Red, calved February 6, 1950. Bred and owned by Ivan Struble, Turin, Iowa; 2d owner, October 13, 1951, Walter M. Doyle, Hastings, Iowa.

SIRE

Marigold King 2509347
Red, J. C. Gingery

Goldfinder Sultan 2217386
Roan, M. D. Whimple

Princess Marigoldspur 2d
2121162
RLW, Wilson & Gingery

Marmac Cock Robin 2263865
Red, Marion Mackey

DAM

Goldfinder Beauty 2d 2406589
Red, Perry O. Brown & Son

Goldfinder Beauty 2277849
Roan, James Meyer

Goldfinder Diamond 1831545
Roan, Thos. E. Wilson

Faustiana Rouge 1791938
Red, F. M. Townsend

Divide Javelin 1902545
Roan, The Allen Cattle Co.

Goldspur's Marigold 2067771
RLW, Wilson & Gingery

Garguston Cock Robin 2056995
Red, R. S. McWilliam

Violet Mist 27th 1829388
Roan, Marion Mackey

Goldfinder Stamp 2059229
Roan, M. D. Whimple

Goldspur's Beauty 2119664
Red, James Meyer

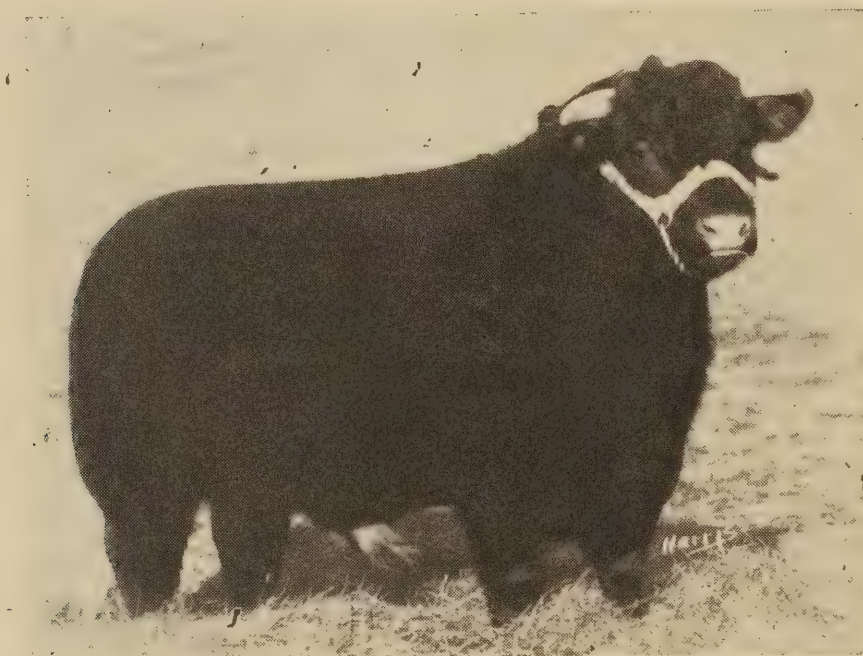
MARIGOLD BEAUTY 2589110 is bred to Bonnydale Count 8th 2411136 to calve the last of May.



To approach a 100% calf crop requires a carefully culled herd of females, an improving herd sire, a lot of patience, long hours and hard work and possibly a few hours sleep when some of the cows are expected to calve.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

W. A. RAY



GOLDFINDER'S SYMBOL 2118880

Cow

Lot 39

CLIPPER SALLY 2678-004

Tattoo LE 97

Red, calved July 15, 1951. Bred and owned by W. A. Ray, Kent, Iowa.

SIRE

Goldfinder's Advance 2d
2491513
Roan, Geo. Struve & Sons

Goldfinder's Symbol 2118880
Red, Geo. Struve & Sons

Fairview Gipsy Maid 2d
2140244
Roan, Hale Thompson

Goldfinder Peter 2218022
Roan, Bellows Bros.

DAM

Clipper Maid 2348635
Roan, Adam Keller

Lady Dorothy Maid 6th 2070695
Red, Grant Christie

Goldfinder's Favorite 2007814
Red, Husted Bros.

Marion 15th 1963382
Red, Geo. Struve

Goldfinder's Baronet 2029920
Roan, Hale Thompson

Fairview Gipsy Maid 1942116
Red, Hale Thompson

Miles of View Peter 2067746
Roan, Miles of View Farms

Queen of Beauty 90th 2086022
Roan, Bellows Bros.

Clipper Hero 2d -227242-
Roan, J. Miller, Jr.

Lady Dorothy Maid -255716-
Lt. roan, C. Philp

CLIPPER SALLY 2678-004 is a full sister to David Windom's Reserve Champion at Ak-Sar-Ben last fall. She will calve about May to Goldfinder Command. She is a very blocky kind that produces the right kind.

Keep progeny records. These help identify breeding animals whose offspring make greatest gains in the least time on the least feed.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

WALTER M. DOYLE

Cow

Lot 40

LADY DOUGLAS 2694-173

Tattoo RE 38

Roan, calved September 30, 1951. Bred and owned by Walter M. Doyle, Hastings, Iowa.

SIRE

Sni-A-Bar Controller 2354724
Roan, Sni-A-Bar Farms

Sni-A-Bar Control 2255555
White, Sni-A-Bar Farms

Edellyn Campeon Mercury
2071109
White, Thos. E. Wilson
Rosewood Morlunda 1947004
Roan, Oscar Nelson

Lady Gloster 23d 2220768
Red, Tomson Bros.

Maxwalton Harvester 2035827
Roan, Maxwalton Farms, Inc.
Lady Gloster 11th 1707534
Roan, Tomson Bros.

Prince Statesman 2269859
Red, Lomas Farms

Miles of View Prince 2074904
Red, Miles of View Farms
Roan Princess 4th 2010584
Roan, Geo. Struve

DAM

Mary Lady Douglas 2393821
Red, LeRoy V. Brown

Will-A-Dell-Lady Douglas 4th
2033027
Roan, Will A. Davis & Son

Sni-A-Bar Silver Plate 1714459
White, Sni-A-Bar Farms
Lady Douglas 16th 1805622
Red, Will A. Davis & Son

LADY DOUGLAS 2694-173 was bred in September to Bonny Count 8th 2411316.

W. E. SUMMERVILLE

Cow

Lot 41

MAUD 88TH 2688-350

Tattoo LE 60

Red, calved November 17, 1951. Bred and owned by W. E. Summerville, Gray, Iowa.

SIRE

Divide Bandmaster 2244785
Red, The Allen Cattle Co.

Divide Brilliant 2161164
Red, The Allen Cattle Co.

Duke of Killearn 1919448
Roan, Claude Gallinger
Divide Narcissus 22d 1856428
Roan, The Allen Cattle Co.

Divide Susan 6th 2117668
Red, The Allen Cattle Co.

Divide Goldpiece 1855008
Red, The Allen Cattle Co.
Susan 21st 1728387
Red, Tomson Bros.

Helfred Romeo 2135854
Red, F. W. Hubbell

Brae Lodge Headlight 1874600
Red, T. A. Russell
Rosewood Helfred 3d 1781560
Roan, F. W. Hubbell

DAM

Maud 85th 2566385
Red, W. E. Summerville

Maud 78th 2116067
Red, W. E. Summerville

Goldfinder's Favorite 2007814
Red, Husted Bros.
Maud 76th 2024141
Roan, W. E. Summerville

The Shorthorn is the most popular beef and farmer's breed in the nation today. Plenty of rain not only makes more pasture but also makes the grass richer in the calcium which livestock needs.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

ALFRED J. SPETMAN

Cow

Lot 46

GOLDEN BABE 2735-214

Tattoo LE AS 52; RE 35

Roan, calved October 12, 1952. Bred and owned by Alfred J. Spetman, Council Bluffs, Iowa.

SIRE

Gold Consul 2584219
Red, Held Bros.

Goldfinder's Consul 2505536
Dk. roan, Held Bros.

Golden Girl 8th 2470354
Red, Held Bros.

Commando's Ringer 2456271
Roan, Sumption Bros.

DAM

Commando's Lassie 2576223
Roan, W. O. Schewe

Golden Lassie 2d 2083933
Roan, W. O. Schewe

Vice Consul 2361700
Roan, W. A. Dryden & Son

Mayflower 28th 2343569
Roan, Held Bros.

Edellyn Favorite Hero 2112046
Red, J. D. Allen

Golden Girl 5th 2153270
Roan, R. J. Egger

Lawton Commando 2172105
White, J. D. Allen

Countess 10th 2189036
Roan, Gilbert Elken, Jr.

Comet's Golden Seal 1921918
Roan, J. C. Manning

Memory's Lassie 1937864
Red, W. O. Schewe

GOLDEN BABE 2735-214—This heifer is definitely one we wanted to keep but we are putting her in the Red Oak sale to help build our association sales. She is a very good heifer and was bred January 2nd to Ransom Defender, the Grand Champion bull at Red Oak last fall, which we purchased.



If she gets all the water she wants a cow will give 8 to 15% more milk and she will raise a better beef calf.

LLOYD W. OBRECHT & SON



DIVIDE DEFENDER 2d 2207765

Cow

Lot 47

LA JOY'S ROSEWOOD 2d 2741-009

Tattoo LE 5216; RE LWO
Roan, calved October 27, 1952. Bred and owned by Lloyd W. Obrecht & Son, Harlan, Iowa.

Divide Defender 2d 2207765
Red, The Allen Cattle Co.

{ Divide Defiance 2093464
Roan, The Allen Cattle Co.
Divide Orange Blossom 15th
2093474
Roan, The Allen Cattle Co.

SIRE

S F Defender 52d 2523541
Red, John Swanson & Sons

Gwendoline 24th 2147279
Red, John Swanson & Sons

{ Brawith Gold Nugget 2028815
Red, R. J. Egger
Gwendoline 21st 2052974
Red, John Swanson & Sons

Randy Royal 2511668
Red, Herman B. Leiting

{ Ransom Select 2231992
Red, Bochmann Bros.
Royal's Lavender 2d 2147197
Red, Herman B. Leiting

DAM

Mary Bonnie 2573349
Red, Lloyd W. Obrecht & Son

Mary Rosewood 2341793
Roan, John R. Saunders

{ Marshal's Masterstroke 1987058
Red, Held Bros.
Rosewood's Bonnie 2d 2081466
Roan, C. A. Saunders & Son

LA JOY'S ROSEWOOD 2d 2741-009—This heifer was bred July 10, 1953 to Royal Secret (2604956). She has not been pampered, just good breeding condition..

Docility of disposition and calmness of temperament are inherent characteristics of the Shorthorns.

G. F. GRUSS & SONS



DUKE OF KILLEARN 1919448

Cow

Lot 48

GOLDIE'S BELLE 3D 2773-327

Tattoo RE 142

Red, calved February 2, 1953. Bred and owned by G. F. Gruss & Sons, Greenfield, Iowa.

SIRE

Farmingham Deval 2399594
Red, Hepburn Ingham

Divide Corrector 2009184
Red, The Allen Cattle Co.

Helfred Duchess 5th 1973956
Red, F. W. Hubbell

Supreme Rival 2094557
Roan, Husted Bros.

DAM

Goldie's Belle 2347240
Red, G. F. Gruss & Sons

Goldie's Lady 1966771
Red, G. F. Gruss & Sons

Duke of Killearn 1919448
Roan, Claude Gallinger

Divide Browndale Maid 1718857
Red, The Allen Cattle Co.

Brae Lodge Headlight 1874600
Red, T. A. Russell
Plainview Duchess 5th
1717209
Roan, E. E. Owens

Supreme Goldfinder 1920005
Roan, M. D. Whimple

Rosewood 126th 1931469
Roan, Husted Bros.

Supreme Augustus 1813813
Red, Dana Farms

Goldie's Lass 10th 1765684
Roan, J. T. Judge

GOLDIE'S BELLE 3d 2773-327 is a good typy red heifer by a son of "Divide Corrector," a Denver champion. We have a full sister to her, the best female in our herd. Here is a good foundation female for 4-H or breeder. Pretested clean and vaccinated for Bangs. Sells open.

If your farm is overstocked, sell your stock and buy one-half the number of better ones. Your feed bill will be less.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

E. P. LAUGHLIN

Cow

Lot 49

AUGUSTA 55TH x 2759-885

Tattoo RE L73

Red, calved March 15, 1953. Bred and owned by E. P. McLaughlin, Imogene, Iowa.

SIRE

Coronet Max Juggler 17th
x2609507
Red, Lewis W. Thieman

Killearn Max Juggler 2487000
Red, Claude Gallinger

{ Killearn Max 5th -254948-
Red, Claude Gallinger
Killearn Lady Rother
-290461-
Red, Claude Gallinger

Lovely Ann x2145749
Red, Wm. M. Long

{ Victor's Count x1993148
Red, J. W. Howerton & Son
Queen of Lovelys x1980440
Red, Wm. M. Long

Coronet Memory x2152424
Red, Lewis W. Thieman

{ Cherry Coronet x1905954
Roan, Lewis W. Thieman
Madam Joffre 2d 1821709
Roan, Johnston & Auld

DAM

Augusta 37th x2335261
Red, E. P. Laughlin

Augusta 29th x2097056
Red, E. P. Laughlin

{ Oakwood Impression Jr.
x1957390
Red, C. B. Teegardin & Sons
Augusta 27th x1985289
Red, E. P. Laughlin

AUGUSTA 55th x2759-885—I am selling just one of our Juggler heifers. She is a very good type and large for her age. She should be a good one to add to your herd.

TERESSA KLINE

Cow

Lot 50

CLARA 96th 2750-879

Tattoo RE C 96

Roan, calved May 18, 1953. Bred by S. H. Kline, Griswold, Iowa; 2d owner, June 29, 1953, Teresa Kline, Griswold, Iowa.

SIRE

Sni-A-Bar Controller 2354724
Roan, Sni-A-Bar Farms

Sni-A-Bar Control 2255555
White, Sni-A-Bar Farms

{ Edellyn Campeon Mercury
2071109
White, Thos. E. Wilson
Rosewood Morlunda 1947004
Roan, Oscar Nelson

Lady Gloster 23d 2220768
Red, Tomson Bros.

{ Maxwalton Harvester 2035827
Roan, Maxwalton Farms, Inc.
Lady Gloster 11th 1707534
Roan, Tomson Bros.

Browndale Chief 2126798
Red, A. T. Worsley & Son

{ Browndale Superb 1863248
Roan, C. F. Curtiss
Violet Pride 27th 1975957
Red, A. T. Worsley & Son

DAM

Clara 92d 2277560
Roan, Helen Swindler Day

Clara 91st 1993024
Roan, Helen Swindler Day

{ Dreadnaught Dictator 1950858
Roan, Helen S. Day
Clara 83d 1526246
Roan, B. C. O'Malley & Sons

CLARA 96th 2750-879 is a dark roan, short-legged, blocky heifer that is large for her age and should develop into a very good cow. Her dam is one of our better cows. Pretested and vaccinated for Bangs.

Now is a good time of the year to start planning a pasture improvement program.

LLOYD H. DAVIS



SANDOON DIVIDEND 2600290

Cow

Lot 51

WILL-A-DELL ROSEWOOD 39TH 2771-457

Tattoo RE 08

Red, calved July 15, 1953. Bred and owned by Lloyd H. Davis, Oakland, Iowa.

SIRE

Sandoon Dividend 2600290
Red, A. C. McDermott

Cruggleton Permit 2572512
RWM, Albert J. Marshall

Cruggleton Brunel (315414)
Dk. roan, A. J. Marshall

Princess Eileen (231034)
Red, Albert James Marshall

Orange Fluff 2548744
Red, Albert J. Marshall

Cruggleton Perfect (303904)
Red, A. J. Marshall

Orange Flossie (240820)
RWM, A. J. Marshall

Braemor Starry Archer 9th
2391166
Red, Carl L. Retzlaff & Sons

Millhills Starry Archer 2289341
Red, Duncan M. Stewart
Duchess of Gloster 55th
2180199

Roan, Carl L. Retzlaff & Sons

DAM

Will-A-Dell Rosewood 31st
2607857
RWM, Lloyd H. Davis

Will-A-Dell Rosewood 15th
2386573
Red, Will A. Davis & Son

Braedoon Band Master 2139667
Red, Kenneth C. Gray
Will-A-Dell Rosewood 4th
2020275
Roan, Will A. Davis & Son

WILL-A-DELL ROSEWOOD 39th 2771-457—A full sister to the dam of the champion heifer at the Iowa Royal last spring. She has at foot an excellent red heifer calf calved July 15, 1953 by Sandoon Dividend that has been recorded. This would make her a blood sister to the champion. The cow is bred back to Dividend as of August 25th. We had not planned to sell this pair so the cow isn't fat. A 4-H boy would do well to buy this pair.

More livestock feed can be stored as silage in less space at less cost.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

GLENN A. WINDOM

Cow

Lot 52

STARLIGHT AUGUSTA 4TH 2771-834

Tattoo RE 89
Red, calved September 3, 1953. Bred and owned by Glenn A. Windom, Lenox, Iowa.

SIRE

Parkdale Golden Fame 32d
2530541
Red, Dale Bellows

Helfred Golden Fame 2214653
Red, F. W. Hubbell

Hopeful's Beauty 2285405
Roan, E. H. Anderson

Marksman Achievemen 2042483
Roan, W. A. Young

DAM

Starlight Augusta 2d 2375542
Roan, F. A. Dietz

Starlight Augusta 2221175
Roan, F. A. Dietz

Brae Lodge Headlight 1874600
Red, T. A. Russell

Proud Marigold 2d 1925059
Red, W. A. Young

Klaymor Eclipse 2024296
Red, W. J. Russell

Divide Hopeful 5th 2023586
Roan, The Allen Cattle Co.

Proud Marksman 1768958
Roan, Tomson Bros.

Augusta 176th 1917585
White, Tomson Bros.

Marksman Achievement
2042483
Roan, W. A. Young
Red Starlight 1830217
Red, F. A. Dietz

STARLIGHT AUGUST 4th 2771-834—This heifer is too young to sell but she is an excellent 4-H prospect. Her full sister was champion 4-H heifer in 1952 Montgomery County show, and champion sale heifer in the Red Oak 1952 fall sale. This Augusta family has been consistent producers of good cattle.



The leaders are leaders because they plan and execute their plans most efficiently
If a bull refused to put on weight the chances are his calves will have the same
failing.

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